

MIU MIU SPRING/SUMMER 2025 CAMPAIGN**“DUETS”**

Sun beams streaming through an open window shine light on Miu Miu’s Spring/Summer 2025 campaign and the multidisciplinary cast of characters that star in it. They include Liu Haocun, Kayije Kagame, Sunday Rose Kidman Urban, Joey King, Lena Mantler and Eliot Sumner.

Taking as its starting point the purity of a childhood wardrobe, the focus for the collection is on precision and simplicity: a moment of truth and clarity, of respite from the complexities of modern life and the layered nature of an adult existence. Spontaneity in posture, gesture and styling breathe freshness and new life into classic wardrobe staples: chemisette dresses worn casually, thrown off the shoulders, shirts twisted into unexpected shapes, sweaters reimagined as bustier tops. Multiple iterations of a white cotton dress, a potent symbol of infancy and innocence, are resonant of a time before vanity and artifice play a part. A collaboration with Petit Bateau, the French clothing brand known for a sense of charmed naivety and evocative of cherished memories, reinterprets fine cotton pieces for all ages.

Where there is light, there are shadows. Where there is transparency, there is interpretation: shifts in creation – and perception – introduce layers of meaning and depth. Pieces that appear to be nylon are crafted in luxurious technical silk. Hyper-feminine, faded florals, pastel pinks are contrasted with sporty blouson jackets, boyish tailored trousers in uniform grey and black and clogs with studded wooden soles. The timelessly elegant Aventure bag and the captivating Arcadie are balanced by the bold stride of the new show sneakers or elevated by block-heeled Mary Janes. Miu Miu continues to constantly reinvent its iconic pieces, reimagining them.

As they seek out the sun, the protagonists are poised for action and engagement, stepping into a unique universe.

Creative Director: Miuccia Prada

Photography: Lengua

Campaign Art Direction: Edward Quarmby

Styling: Lotta Volkova

Cast: Liu Haocun, Kayije Kagame, Sunday Rose Kidman Urban, Joey King,
Lena Mantler and Eliot Sumner.

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